

Message Text

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ACTION STR-08

INFO OCT-01 EUR-25 ISO-00 EB-11 COME-00 DRC-01 RSC-01 /047 W
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FM AMEMBASSY ROME

TO US MISSION EC BRUSSELS 4794

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E.O. 11652: N/A

TAGS: ETRD, GATT, EEC, IT

SUBJECT: GATT ARTICLE XXIV:6: SUNKIST OFFER ON CITRUS

ALSO FOR STR

1. WE RECEIVED FEB 12 FOLLOWING TELEX FROM SUNKIST.

QUOTE. CONSISTENT WITH AMBASSADOR MALMGREN'S STATEMENT TO THE ITALIAN MINISTRY OF AGRICULTURE, SUNKIST IS PREPARED TO IMMEDIATELY COMMENCE PURCHASES OF ORANGE JUICE CONCENTRATE OF ITALIAN ORIGIN SUBJECT ONLY TO REALIZATION OF PREVIOUSLY SPECIFIED EEC TARIFF REDUCTION ON FRESH ORANGES AND MINIMUM QUALITY STANDARDS ON JUICE CONCENTRATE. PLEASE INFORM THE ITALIAN GOVERNMENT ACCORDINGLY. PARA. TO BEGIN THE PROCESS OF EEC MARKETING INVESTIGATION AND TESTING OF BLENDED JUICE FORMULAS, WE ENVISION AN INITIAL PURCHASE OF APPROXIMATELY 10,000 TO 15,000 GALLONS OF CONCENTRATE BY APRIL. PARA. IN THIS CONNECTION PLEASE SECURE SAMPLES AND PRICE QUOTATIONS OF ITALIAN CONCENTRATE JUICE. SPECIFICATIONS AS FOLLOWS: FROZEN ORANGE JUICE CONCENTRATE. CONCENTRATION -- 58 DEGREES TO 65 DEGREES BRIX. SUGAR TO ACID RATIO TO BE NO LOWER THAN 13.0 NOR HIGHER THAN 19.5. JUICE COLOR SHOULD BE REPRESENTATIVE OF WHAT COULD BE DELIVERED BY ITALIAN INDUSTRY ON A REGULAR VOLUME BASIS. PRICES SHOULD BE QUOTED FOB FACTORY IN ITALY PACKAGED PREFERABLY IN 52 TO 55 GALLON STEEL DRUMS WITH PLASTIC LINERS. REMAINING QUALITY FACTORS WILL BE EVALUATED BY SUNKIST ON RECEIPT OF SAMPLES. SAMPLES SHOULD BE SENT TO JAN SOUDIYN, SUNKIST GROWERS INC., ORANJE NASSAULAN 23, MAARHEEZE, THE
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NETHERLANDS. PARA. SAMPLES SHOULD BE SUFFICIENTLY PROTECTED

WITH DRY ICE OR UNDER REFRIGERATION DURING TRANSPORT SO AS TO ARRIVE FROZEN. SHOULD ITALIAN INDUSTRY NEED FURTHER INFORMATION FOR SAMPLES OR PRICING, PLEASE ADVISE. M. R. BROWN, VICE PRESIDENT, GOVERNMENT AFFAIRS. R. L. HANLIN, VICE PRESIDENT, PRODUCTS GROUP. END QUOTE.

2. FOREGOING PROVIDED FYI. TEXT COMMUNICATED TO MINISTRY AGRICULTURE UNDER COVER LETTER FEB 12. LETTER TO USEC (JOHNSTON) FOLLOWS.VOLPE

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Message Attributes

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